THE BRAND KIT SHEET

5 prompts to draft a brand kit with ChatGPT.

A simple brand kit keeps your colors, fonts, and voice consistent. ChatGPT can draft every part as a starting point. Treat all of it as a first draft that you review, tweak, and make your own. Google Fonts are free to use under their open licenses, but always check the license for the one you pick.

THE 5 PROMPTS

1. Describe your business in three sentences. What you sell, who it is for, and the feeling you want.
2. Ask for five tagline ideas that match that feeling.
3. Ask for a color palette of five colors, with hex codes, and why each one fits.
4. Ask for two font pairings from Google Fonts, one for headlines and one for body text.
5. Ask for a logo idea and a simple social post, using those colors. Treat both as drafts.

COPY-READY PROMPTS

PASTE THESE

"My business: [WHAT YOU SELL] for [WHO]. The feeling I want people to have: [FEELING]."
"Give me five tagline ideas that match that feeling."
"Give me a color palette of five colors with hex codes, and explain why each one fits."
"Suggest two font pairings from Google Fonts: one for headlines, one for body text."
"Create a simple logo idea and a social post using those colors. Keep the text short and spelled correctly."

BRAND KIT WORKSHEET

Part	My choice
Tagline	
Color 1 (hex)	
Color 2 (hex)	
Color 3 (hex)	
Headline font	
Body font	
Three words for my voice	

FINAL CHECK

- Does it look like another brand? If yes, change it
- Is every word inside the images spelled correctly
- Is the text easy to read on a phone
- Did you check the font license

Educational only. AI images can contain errors, so review every draft. No results promised. Educational only. Results vary by business and by account. No views, sales or income results promised.

Now put it in front of more people.

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